

REMARKS

By this amendment, Applicant amends independent claims 50, 54 and 57 in such a manner as to make it clear that the present invention is not disclosed, suggested or made obvious by the prior art which teaches away from the present invention. New claims 59-61 are also added to overcome other minor objections under Section 112. Applicant submits that the present claims are patentable for at least the reasons as set forth below.

In the Final Rejection and Advisory Action, the Examiner indicated that Applicant's amendments citing a range of percentages of the cleansing agent was sufficient to overcome virtually all of the prior art rejections, and thus the Examiner has recognized what Applicant has been maintaining in prior submissions, namely that none of the cited references disclose or remotely suggest the present cleansing compositions. Indeed, Applicant has previously pointed out that the cited prior art references actually **teach away** from the present claims because they do **not** disclose cleansing agents, do not maintain any cleansing agent in an amount sufficient to impart a cleansing effect, and even directly disclose that cleansing must be done separately because the composition was a cosmetic and **not** a cleansing agent. As a result, since the prior art compositions **teach away** from the use of the present compositions for purposes of cleansing, the Examiner has withdrawn the prior art rejections with regard to the claims that remain in the present application.

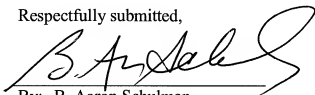
The primary rejection that was maintained was under Section 112 on the grounds that Applicant had not shown that a particular range of cleansing agent was disclosed in the present application as reflected in the prior art showing conventional liquid soap

cleansers. While Applicant maintains that the Examiner is in error on this point, the present claims have been amended to reflect that the cleansing agent of the present claims has to be present in an amount to impart a cleansing effect, and indeed the prior art references teach away from this invention because they do not disclose or suggest **any** cleansing compositions and thus clearly do **not** disclose using any agent in an amount sufficient to impart cleansing.

A minor objection with regard to the wording of the claims relating to the cleansing agent has been addressed in the present amendments wherein the independent claims are amended and new claims are provided in order to obviate this rejection.

Applicants thus respectfully submit that in light of the foregoing amendments and arguments that all prior rejections and objections have been overcome and that the present application has been placed in condition for immediate allowance. Such action is respectfully requested.

Respectfully submitted,



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